



**Public Disclosure of Student Achievement**

**Institution Name:** Fitchburg State University

**Business Unit(s) included in this report:** Business Administration

**Academic Period Covered:** Academic Year 2019-2020

**Date Submitted:** October 30, 2020

PROGRAM	INDICATOR	RESULT
Bachelor of Science in Business Administration with concentrations in:		
Accounting	Retention	92.9%
Management	Retention	79.5%
Marketing	Retention	70.0%
Master of Business Administration with specialized tracks in:		
Accounting	Graduation	100%
Human Resource Management	Graduation	100%
Management	Graduation	85.7%
Healthcare Management	Graduation	NA
Marketing	Graduation	NA
Supply Chain Management	Graduation	NA

**Indicators Used**

INDICATOR	DESCRIPTION AND HOW IT WAS CALCULATED
Retention Rate	Fulltime undergraduate freshman business majors enrolled in Fall 2019 term and still enrolled in Fall 2020 term.
Graduation Rate	MBA students first enrolled in Fall 2016 and graduated by the end of academic year 2020. NA = Concentration began after Fall 2016.